

Customer No.:



07278

PATENT TRADEMARK OFFICE

Docket No.: 2875/1G342US1

**DECLARATION
AND POWER OF ATTORNEY
Original Application**

As a below named inventor, I declare that the information given herein is true, that I believe that I am the original, first and sole inventor if only one name is listed at 1 below, or a joint inventor if plural inventors are named below, of the invention entitled:

COMPUTERIZED ADVERTISING METHOD AND SYSTEM

which is described and claimed in:

☒ [X] the attached specification or

☐ [] the specification in application
Serial No. , filed
(for declaration not accompanying appl.)

that I do not know and do not believe that the same was ever known or used in the United States of America before my or our invention thereof or patented or described in any printed publication in any country before my or our invention thereof, or more than one year prior to this application, or in public use or on sale in the United States of America more than one year prior to this application, that the invention has not been patented or made the subject of an inventor's certificate issued before the date of this application in any country foreign to the United States of America on an application filed by me or my legal representatives or assigns more than twelve months prior to this application, that I acknowledge my duty to disclose information of which I am aware which is material to patentability in accordance with 37 CFR §1.56. I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above. I hereby claim the priority benefits under 35 U.S.C. §119 of any application(s) for patent or inventor's certificate listed below. All foreign applications for patent or inventor's certificate on this invention filed by me or my legal representatives or assigns prior to the application(s) of which priority is claimed are also identified below.

PRIOR APPLICATION(S), IF ANY, OF WHICH PRIORITY IS CLAIMED

<u>COUNTRY</u>	<u>APPLICATION NO.</u>	<u>DATE OF FILING</u>
PCT	PCT/US00/30987	NOVEMBER 13, 2000

USA

60/164,985

NOVEMBER 11, 1999

**ALL FOREIGN APPLICATIONS, IF ANY, FILED PRIOR
TO THE APPLICATION(S) OF WHICH PRIORITY IS CLAIMED**

COUNTRY APPLICATION NO. DATE OF FILING

POWER OF ATTORNEY:

As a named inventor, I hereby appoint the following attorney(s) and/or agents(s) to prosecute this application and transact all business in the Patent and Trademark office connected therewith: Gordon D. Coplein #19,165, Michael J. Sweedler #19,937, S. Peter Ludwig #25,351, Paul Fields #20,298, Marc S. Gross #19,614, Joseph B. Lerch #26,936, Melvin C. Garner #26,272, Ethan Horwitz #27,646, Adda C. Gogoris #29,714, Bert J. Lewen #19,407, Henry Sternberg #22,408, Peter C. Schechter #31,662, Robert Schaffer #31,194, Robert C. Sullivan, Jr. #30,499, Ira J. Levy #35,587, Joseph R. Robinson #33,448, Scott G. Lindvall #40,325, Paul F. Fehlner, Ph.D. #35,135, David Leason #36,195

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212-527-7700

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STATE OR FOREIGN COUNTRY: ARGENTINA

COUNTRY OF CITIZENSHIP: URUGUAY

POST OFFICE ADDRESS: EDIFICIO CENTRO LAFAYETTE, CALLE 24 ESQUINA 21, 1 PISO 104

CITY: PUNTA DEL ESTE

STATE OR COUNTRY: URUGUAY

ZIP CODE:

1974a	1974b	1974c	1974d	1974e	1974f	1974g	1974h	1974i	1974j	1974k	1974l	1974m	1974n	1974o	1974p	1974q	1974r	1974s	1974t	1974u	1974v	1974w	1974x	1974y	1974z
1975a	1975b	1975c	1975d	1975e	1975f	1975g	1975h	1975i	1975j	1975k	1975l	1975m	1975n	1975o	1975p	1975q	1975r	1975s	1975t	1975u	1975v	1975w	1975x	1975y	1975z
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